

IN THE CLAIMS:

Please AMEND the claims as follows:

1. (currently amended) A method of marketing and distributing multimedia, the method comprising:
 - a. receiving multimedia material from a producer or owner of said material;
 - b. storing said material on a computer readable storage medium;
 - c. providing a server system accessible over a communication network, said server system accessing data from said computer readable storage medium for transfer over said communication network;
 - d. providing samples over said server system of said multimedia material to potential purchasers;
 - e. downloading upon request over said server system said multimedia material;and
 - f. providing advertising material to purchasers over said communication network allowing purchasers to locally market and sell said multimedia material;
 - e. said purchaser being an exhibitor exhibiting said multimedia material in a public theater to a number of individuals in exchange for a paid admission or a broadcast exhibitor; and
 - h. said purchaser publishing said advertising material.

2. (original) The method of marketing and distributing multimedia of claim 1, including receiving multimedia material by downloading via said communication network.
3. (original) The method of marketing and distributing multimedia of claim 1, wherein receiving multimedia material includes receiving non-digital media such as celluloid media, printed media, video cassettes, and audio tape.
4. (original) The method of marketing and distributing multimedia of claim 3, including the step of digitizing said non-digital media for storage on said computer readable storage medium.
5. (original) The method of marketing and distributing multimedia of claim 1, including providing a server system accessible over a public communication system.
6. (original) The method of marketing and distributing multimedia of claim 1, including downloading digital material from said server system for digital display to an audience.
7. (original) The method of marketing and distributing multimedia of claim 1, including providing downloadable advertising materials on said sever system.

8. (currently amended) The method of marketing and distributing multimedia of claim 1, further ~~including~~ comprising collecting sales information from exhibitor recipients of said multimedia material and providing sales and marketing data based upon information from said users of said server system.

9. (original) The method of marketing and distributing multimedia of claim 8, including providing marketing data based upon actual users of said server system.

10. (original) A method of distributing movies comprising:

- a. receiving a movie on celluloid;
- b. scanning said movie converting it into a digital format, storing said digital format in a computer readable memory;
- c. transferring said digital format to a theater via a communications network and storing said digital format on a computer readable memory located at said theater; and
- d. projecting said digital format using a digital projector onto a screen for display to an audience.

11. (original) A distribution system for distributing multimedia comprising:

- a. a first central processing unit;
- b. a first memory associated with said first central processing unit;

- c. a communications network accessible by said first central processing unit for transferring data into and out of said first memory;
- d. an input device connected for data transfer to said first central processing unit, said input device receiving multimedia and transferring it into said first memory via said central processing unit;
- e. a second central processing unit;
- f. a second memory, said second memory associated with said second central processing unit with said communications network being accessible by said second central processing unit for transferring data into and out of said second memory; and
- g. a digital feature film projector in data communication with said second central processing unit for displaying a feature film onto a screen for presentation to an audience, said feature film stored in digital form in said second memory after being transferred via said communications network from said first memory.

12. (currently amended) A method of marketing and distributing multimedia, the method comprising:

- a. receiving multimedia material from a producer or owner of said material;
- b. storing advertising material associated with said material on a computer readable storage medium;

- c. providing a server system accessible over a communication network, said server system accessing said advertising material data from said computer readable storage medium for transfer over said communication network;
- d. establishing an account for a broadcast or live theater exhibitor customer;
- e. providing said multimedia material to said exhibitor downloading said advertising material ~~a product~~ upon request from said customer for said advertising material product over said server system ~~said multimedia material~~;
- f. following up to determine information necessary to calculate an ~~the~~ amount owed by said customer for said product; and
- g. charging the account of said exhibitor with the amount owed ~~customer~~.

13. (original) The method of marketing and distributing multimedia of claim 12, including receiving multimedia material by downloading via said communication network.

14. (currently amended) The method of marketing and distributing multimedia of claim 12, wherein receiving multimedia material includes receiving non-digital media such as celluloid media, printed media, video cassettes, and audio tape, and wherein said multimedia material is provided to said exhibitor using an electronic communications network.

15. (currently amended) The method of marketing and distributing multimedia of claim 12, wherein said follow-up is implemented by sending an e-mail to said exhibitor customer.

16. (currently amended) The method of marketing and distributing multimedia of claim 12, wherein said follow-up is implemented by consulting publicly reported data respecting said exhibitor customer.

17. (currently amended) The method of marketing and distributing multimedia of claim 12, further comprising providing advertising material to purchasers over said communication network, and ~~allowing purchasers~~ exhibitors to locally market and sell said multimedia material.

18. (currently amended) The method of marketing and distributing multimedia of claim 17, further comprising querying said exhibitor customer to stimulate the sending of data from said exhibitor customer and recording said data into a database.

19. (currently amended) The method of marketing and distributing multimedia of claim 18, comprising providing marketing data recorded in said database to customers in response to a query from a exhibitor customer.

20. (original) The method of marketing and distributing multimedia of claim 19, including providing marketing data based upon actual users of said server system.

21. (original) A method of marketing and distributing multimedia, the method comprising:

- a. receiving multimedia material from a producer or owner of said material;
- b. storing said material on a computer readable storage medium;
- c. providing a server system accessible over a communication network, said server system accessing data from said computer readable storage medium for transfer over said communication network;
- d. providing samples over said server system of said multimedia material to potential purchasers;
- e. downloading upon request over said server system said multimedia material;
- f. querying said customer to stimulate the sending of ticket sales data from said customer; and
- g. recording said data into a database.

22. (original) The method of marketing and distributing multimedia of claim 21, comprising providing marketing data recorded in said database to customers in response to a query from a customer.

23. (original) A distribution system for distributing multimedia comprising:
- a. a first central processing unit;
 - b. a first memory domain associated with said first central processing unit;
 - c. a communications network accessible by said first central processing unit for transferring data into and out of said first memory domain in response to an order for a multimedia product;
 - d. an input device connected for data transfer to said first central processing unit, said input device receiving multimedia and transferring it into said first memory domain via said central processing unit;
 - e. a second central processing unit;
 - f. a second memory domain, said second memory domain associated with said second central processing unit with said communications network being accessible by said second central processing unit for transferring data into and out of said second memory domain;
 - g. a third memory domain for receiving market data in response to an order for said multimedia product; and
 - h. a digital feature film projector in data communication with said second central processing unit for displaying a feature film onto a screen for presentation to an

audience, said feature film stored in digital form in said second memory after being transferred via said communications network from said first memory.